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MIMOSA

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Measure Evaluation Results

BOL 4.2 Policy Planning and Co-Operation

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Executive Summary

The MIMOSA measure 'Policy Planning and Co-operation' sought to involve residents and stakeholders in the municipal initiatives for developing sustainable mobility. The philosophy behind the measure was to encourage residents to participate in the organization of information events and in mobility policy planning. In the innovative approach, the Municipality took the role of 'director' of the communication strategy and opened up the dialogue with the diverse and numerous stakeholders (associations, residents, citizen's initiatives, etc) which organize mobility events or provide the initial idea for such events.

In order to maximize the effectiveness of its communication strategy, the Municipality set up a common initiative, with a unique logo. This brought together all the activities to promote sustainable mobility through the MIMOSA measures and particular initiatives/measures concerning mobility issues in general. Thereby, the European Mobility Week events were the main opportunities for the Municipality to meet residents and assess their opinions about sustainable mobility. The Municipality of Bologna therefore put extensive effort into organising its European Mobility Weeks, which took place each year during the measure period. On these occasions the Municipality organized road shows and other important initiatives to involve residents in sustainable mobility topics, supporting marketing/communication for other MIMOSA measures in the city. Thereby, this measure enclosed the following parts:

Part 1: Elaboration of participative tools (2008 – 2012) Tools were elaborated to support the role of the Municipality role as 'director' of the communication strategy and to encourage an active participation of residents/associations in urban mobility planning and events organisation. These tools included: a new website for the Municipality's mobility activities (2010), the design of the 'Mobi' logo to identify events organised by the Mobility Department of Bologna City Council (in 2011), and the introduction of a 'cycling events calendar' into the website, listing all cycling initiatives for a selected time span.

Part 2: Organization of events and other information activities (2008 - 2012) The municipal authorities organized a Mobility Week for each year of the project. During this event they also set up a large car-free zone at the heart of the city (the so called 'T-Zone'). Following the success of this event, the closure of the city's 'T-Zone' area became a fixed appointment: since May 2012, the 'T-Zone' has been open to only cyclists and pedestrians every weekend and during public holidays. This was one of the milestone event of the communicative strategy. Other permanent measures included building charging points for electric cars and a plan to extend the city's network of cycling paths to 130 km.

Part 3: Campaigns and events dedicated to particular Mimososa measures (2009 - 2012) The communication strategy elaborated in the frame of this measure aimed at promoting the activities implemented in all other MIMOSA measures in Bologna. Exhibitions, conferences, public meetings, workshops and training courses were organized either for targeted stakeholders groups with a specific focus or for a large public for city-scale mobility issues.

The impact evaluation focused on two issues. First, the impact of the residents' awareness on sustainable mobility issues were was measured through the trend of residents using the different communication instruments and tools provided by the Municipality. Secondly, the impact on residents' awareness of municipality activities introduced with MIMOSA which was assessed based on the residents' opinions collected in surveys run during the European Mobility weeks.

The **key results** from the impact evaluation of the measure highlighted an increase in interactions with residents through all different forms of communication between 2008 and 2011, and an increase of 269% of citizens' awareness on the CIVITAS MIMOSA initiatives. Noteworthy was also the high number of visitors to the European Mobility weeks with up to 3,000 participants every year. Furthermore, a survey carried out in 2011 revealed that all MIMOSA Measures have received public approval in Bologna. Thereby, the measures which required strong changes in mobility habits and residents' way of life received the lowest level of approval. These were the measure 3.1, which introduced road pricing policies and the automatic monitoring of the Limited Traffic Zone, the measure 3.3, which introduced restrictions to pedestrian areas, and the measures 8.5 and 8.2, which introduced automatic enforcements for traffic infringements.

Cities interested in sustainable mobility measures should be aware of the challenges that such measure can encounter; especially in cases of implementing restrictive or repressive public policies. Citizens' reluctance to think about their mobility behaviour has been one of the **barriers** in this measure. It is therefore **highly recommended** to invest in communication strategies from the earliest steps of the measure elaboration and during the entire planning and implementation process. This is vital to achieve a consensus between political objectives and citizens' expectations. Another recommendation is to ensure a political support before the launching of such an extensive communication strategy. This provides important support for the introduction of new (and often unpopular) measures and the presence of this support has been an important **driver**.

The evaluation of such communicative measure - which are financial and time-consuming - is rather complex since it is difficult to measure citizens' involvement. However, actions carried out by Administrations to deal with traffic problems, pollution and other urban mobility issues will not succeed if a large part of the population is not involved and correctly informed. Therefore, in order to implement these kinds of actions, it is necessary to plan activities and target the stakeholder in advance (e.g. setting up a residents' panel) so that they can be included in the measure planning, implementation and evaluation.

The success of this measure was further recognized on the European level: Bologna won the European Mobility Week Award for 2011. The Award is given to the local authority that is deemed to have done the most to raise public awareness of sustainable mobility issues and implement measures to achieve a shift towards sustainable urban transport. The winning city is chosen by an independent panel of transport experts. Furthermore, the high acceptance among citizens on the several MIMOSA measure implemented during the last four years highlighted the efficiency of the communication strategy in Bologna which will be continued.

A Introduction

A1 Objectives

The Measure objectives were:

- (A) High level/longer term:
 - (1) To involve residents and stakeholders in Municipal initiatives covering environmental issues,
 - (2) To provide comprehensive information in order to make the majority of the population aware of the Measure,
 - (3) To change people's travel behaviour in favour of more sustainable methods;
 - (4) To promote a new idea of travel, based on public transport, cycling, walking and collective or shared means.
- (B) Strategic level:
 - (1) To implement sustainable mobility through communication activities
- (C) Measure level:
 - (1) To increase awareness of sustainable mobility by communicating the Municipality of Bologna's actions to people and the community
 - (2) To increase the involvement of residents, businesses and other stakeholders in Municipality activities and urban transport planning in general.

A2 Description

The city of Bologna intended to go on developing better solutions to make co-operation in policy planning more effective. Actions carried out by administrations to deal with traffic problems, pollution and other urban mobility issues would not succeed if a large part of the population was not *involved* and *correctly informed*. Mobility issues had to become one of the first issues in the residents' minds.

This Measure sought to involve residents and stakeholders in Municipal initiatives for sustainable mobility and the development of other CIVITAS MIMOSA measures, to ultimately change people's travel behaviour in favour of more sustainable modes of transport.

The Municipality made extensive efforts to put itself 'in residents' shoes'. This meant taking into account the interests of the whole community (e.g. at first young and elderly people, students and workers, men and women) using all communication instruments in different ways and situations (traditional communication instruments, the web, on line questionnaires, promoting events, workshops, exhibitions).

The communication and marketing activities implemented by the Municipality of Bologna from the first year of the MIMOSA project onwards were refined and enriched by ideas shared at Consortium meetings, and thanks to the ongoing, productive involvement of the local stakeholders. In particular the Municipality of Bologna took an active part in information workshops held as part of all Consortium Meetings. At these the Municipality learnt continuously how to develop new ideas on communication activities from other cities and from INTERACTIONS and ICLEI/VANGUARD.

In order to maximize the effectiveness of its communication strategy, the Municipality set up a *common initiative*, with a unique logo. This *brought together* all the activities realized both

to promote sustainable mobility through the MIMOSA measures and to promote particular initiatives/measures concerning mobility issues.

The Municipality of Bologna promoted and organized events (forums, seminars, conferences) on sustainable transport and ecological behavior. People were provided with leaflets, brochures, CDs and DVDs on sustainable transport, ecological behaviour and mobility in Bologna.

FIGURE A2.1: The new logo



Source: Municipality of Bologna

European Mobility Week events were the main opportunity for the Municipality to meet residents and assess their feelings. The Municipality therefore put extensive effort into organising its European Mobility Weeks, which took place each year the Measure was in force. On these occasions the Municipality organized road shows and other important initiatives to involve citizens in sustainable mobility topics, supporting marketing/communication for other MIMOSA measures in the city.

The philosophy for the Measure was to *encourage residents to participate* in the organization of information events and mobility policy planning. The innovative approach was to assign the role of 'director' to the Municipality, opening up dialogue with different stakeholders (associations, stakeholders' groups), which provided ideas and directly organized their events. Following this approach, the Municipality added a special page to its website dedicated to cycling events. It groups together all initiatives suggested by cycling associations. The Municipality collates all related initiatives and events into a 'cycling events calendar' which is updated each month.

FIGURE A2.2: The cycling events calendar from the Municipality webpage

Eventi ciclabili 2012

Con la bella stagione a Bologna la bicicletta torna protagonista: da maggio 2012 il Comune si servirà dei corrieri in bicicletta della società "Urban bike messenger" per trasportare in modo rapido ed ecologico la posta interna da piazza Maggiore alla sede di via Capramozza, e nel frattempo sono oltre 30 gli eventi per le due ruote promossi tra maggio, giugno e luglio dalle associazioni ciclabili della città e riuniti per la prima volta in un unico cartellone.

Calendario eventi ciclabili 2012

Oggi: ← → **Luglio 2012** Stampa Settimana Mese Agenda

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		Monte Sole Bik				
9	10	11	12	13	14	15
		Monte Sole Bik			Monte Sole Bik	
16	17	18	19	20	21	22

Source: Municipality of Bologna website

B Measure Implementation

B1 Innovative Aspects

New organizational agreement - The practice adopted by the Municipality was to involve residents and stakeholders (including stakeholders' groups, cyclists' associations, sports associations) in developing the Measure. The Measure followed a bottom-up approach; it was aimed at getting residents involved in urban mobility planning and organising information events.

New conceptual approach – The approach followed was to give the Municipality the role of 'director' for activities undertaken in Bologna. The activities were carried out with the direct contribution of residents under a common 'roof' bringing together all similar initiatives.

B2 Research and Technology Development

Not applicable.

B3 Situation before CIVITAS

The Municipality of Bologna made great efforts to raise the awareness and co-operation of residents, businesses and other stakeholders in policy planning. Several online forums and public meetings were opened to residents and the city's stakeholders, to show, discuss and even improve the series of actions and initiatives scheduled in the Urban Traffic Master Plan (implemented in June 2007). In particular, the Municipality of Bologna set up a Forum in June 2006 (*'Bologna. Città che cambia'* - 'Bologna. A changing city'). The Forum held five public meetings involving around 300 people representing 45 associations; a web forum was set up to facilitate discussion.

The city of Bologna participated in European Mobility Weeks 2006, 2007 and 2008. On these occasions several information, education and demonstration campaigns were carried out, involving a great number of residents and stakeholders. However, the initiatives were not all carried out under a common direction and did not have a common logo to identify the specific, unique strategy followed by the Municipality.

B4 Actual Implementation of the Measure

The Measure was implemented in the following parts:

Part 1 Tools supporting the Municipality's role as 'director' and the participation of residents/associations in urban mobility planning and the organization of information events (from 2008 to end of the Measure)

- A new website was designed for the Municipality of Bologna's mobility-related activities, following a residents-oriented approach. The new website has been online since August 2010 (<http://www.comune.bologna.it/trasporti/>).
- (2011) Creation of the 'Mobi' logo identifying events realised by the Mobility Department of Bologna City Council;
- (2012) Realisation of the 'cycling events calendar' and involvement of the interested associations.

Part 2 Organization of events and other information activities (from 2008 to end of the Measure)

- As part of European Mobility Week 2009, Bologna residents were involved in a Roadshow run by the Municipality with the Emilia-Romagna Region, publicising sustainable mobility initiatives through CIVITAS MIMOSA. Several projects and events took place across the city with the aim of promoting sustainable mobility and presenting provisions and plans. The whole campaign saw the participation of about 3,000 people and all the events were covered by the local media. During the Roadshow, CIVITAS MIMOSA measures were described to residents. All marketing and communication materials (leaflets, brochures, panels) contained the CIVITAS MIMOSA Bologna logo.
- (May 2010) organization of a conference, '*The future of e-ticketing through technologies application Articulating traveller information, interoperability and NFC (Near Field Communication)*', in Bologna and Ravenna, run by ATC Bologna/Acft Ferrara, the Emilia-Romagna Region, Calypso Network Associations (CNA) and ATM Ravenna. The conference took place in the framework of the CIVITAS MIMOSA Project, aimed at highlighting new opportunities for improving mobility services using new information technologies.
- In September 2010 the Municipality of Bologna joined European Mobility Week. Two days of events were dedicated to sustainability themes, promoted by the Municipality of Bologna in collaboration with public and private authorities.
- In November 2010 the Municipality presented the CIVITAS MIMOSA project at an official session of the Transport Commission of the Provincia di Bologna (metropolitan Public Authority).
- In April 2011 the Municipality was invited by the University of Bologna's Sociology Faculty to describe mobility trends and the actual scenario in the city and the impact the CIVITAS MIMOSA project might have on them.
- Technicians from the Municipality met delegations and representatives from around the world on several occasions to discuss urban mobility; the MIMOSA project and CIVITAS initiatives were described at these meetings. Delegations came from India, Bhutan and Nepal (Feb. 2011), Chongqing-China (Sept. 2011), Portland and Denver, USA (May and Oct. 2011).
- **With particular reference to the 2011 European Mobility Week (EMW):**
 - To mark Bologna's EMW 2011, the 'T-Zone' in the city centre was closed experimentally to traffic. Street events, theatre and music performances and exhibitions were held over an entire weekend, from 9.00am to 10pm. 60,000 people passed through the city centre over the two days (17th and 18th September 2011), enjoying the activities and road shows organised for the occasion. There were 8 special local markets, 5 jazz concerts, 9 sports events and 14 events on sustainable mobility; 5 museums were opened solely for this occasion. 'T-Days' gave people a new road to walk through and a new way to experience the historic centre of Bologna, with culture, shopping, sport and environmental sustainability. Social networks were used to enable people to participate in and interact with the activities on offer. Following a year and a half of an absence of political will in Bologna, the 2011 edition of the EMW was a good chance for the Municipality to show people its renewed commitment towards sustainable mobility. The 2011 edition, in fact, saw the involvement not only of the Mobility Department but also of the

Communication Department; the aim was to set up a coordinated Communication strategy towards residents to improve sustainable mobility topics.

- Over 400 people were surveyed during the week on their knowledge of MIMOSA & travel behaviour.
- Promotion and information on the 'T-Days' event was given through 3 different social networks: Twitter http://www.twitter.com/tdays_bo, Facebook 'T Days 17-18 September 2011', Flickr (T Days Bologna) managed outside MIMOSA. During 2011 'T-Days' weekend, people were asked to give their views on the event using the 'T Days' tag. During the event, thousands of maps entitled 'Less traffic, more city' and 'The whole city belongs to me' were distributed.

Part 3 Campaigns and events (from 2009 to the end of the Measure)

- An exhibition of cartoons and drawings entitled "we all are pedestrians" was held in December 2009. The exhibition was aimed both at making visitors think about the difficult life of pedestrians in cities and the tragic events which involve them. The purpose was to create the cultural atmosphere and structural conditions suitable for increasing road safety.
- February 2010: the 10th National Conference on Mobility Management organized by Euromobility (National Association of Mobility Managers), with the Municipality of Bologna and the Emilia Romagna Region;
- 2010 and 2011: Bologna hosted National Bike Day, when people were informed on the implementation of the CIVITAS MIMOSA measures in their city;
- July 2010: the Car Share Aware Meeting was organised by the city's public transport operator, ATC, in collaboration with SRM (the Province of Bologna's Mobility agency);
- September 2011: Bologna Municipality technicians met cyclists and associations at a cycling workshop on cycling in historical areas, involving bottom-up planning and consultation. The public meeting was attended by 40 people to allow for bottom-up planning from residents and experts.
- A course on road safety for cyclists and a workshop on cycle repairs were held at secondary schools in cooperation with the "L'Altra Babele" Association.
- A specific ITS training course, organised by ICLEI-VANGUARD, was hosted by the Municipality of Bologna on 14th and 15th December 2011. News, newsletters and reports were written on the communication activities described during the course to publicise the events at European and local level.

B5 Inter-Relationships with Other Measures

The Measure activities were realized to promote sustainable mobility through the MIMOSA project. Therefore the Measure was interrelated *with all other* CIVITAS MIMOSA measures. Within the particular measures promoted:

- Measure 2.1 Integrated PT Fare System, through the communication and marketing activity realized for the conference, '*The future of e-ticketing through technologies application Articulating traveller information, interoperability and NFC*', at which updated information was given on the MIMUOVO project. MIMUOVO is the Emilia Romagna Region's electronic ticketing system linked to its combined bus and train fare system (STIMER).

- Measure 6.1 Car Sharing, through the marketing activities carried out prior to and during the Car Share Aware Meeting;
- Measure 4.1 Mobility Manager, through the activities realized prior to and during the National Conference on Mobility Management

Considering that the communication/marketing and promotional activities did not directly refer to the same measures every year, the bundling effect was not sufficiently verifiable. The overall success of the promotional activities was evaluated in the impact evaluation section.

C Impact Evaluation Findings

C1 Measurement Methodology

C1.1 Impacts and Indicators

Through this Measure, the Municipality of Bologna promoted and organized forums, seminars and conferences on sustainable transport and ecological behaviour and made several communication tools available to residents.

As explained below, the result was a high level of residents' participation and interaction with the Municipality. Therefore, with reference to the first objective ('to increase residents' awareness of sustainable mobility'), the Measure was expected to make the following impacts:

- **on residents' awareness of sustainable mobility issues**, by increasing their active participation. This impact was measured by the first indicator reported below. The indicator considered the trend of residents' use of different communication instruments and tools provided by the Municipality,
- **on residents' awareness of the Municipality activities introduced with MIMOSA**, measured by the second indicator, which reported residents' opinions given in surveys carried out during the European Mobility weeks.

Finally, increasing the involvement of residents, businesses and other stakeholders in Municipality activities and urban transport planning (objective 2) was pursued:

- through the Municipality's approach to organising events (which saw the direct participation of the general public both in the organization and in attending the events);
- through collecting residents' feedback (sub indicator n. 1.3)
- through the Municipality's new user-oriented website, which included a dedicated webpage 'cycling calendar' listing cycling events.

TABLE C1.1.1: 4.2 Measure indicators

Indicator	Evaluation area	Core indicator	Impact	Indicator	Source of data
1	Society	Core indicator 13	Awareness	Residents' participation	See detail
2	Society	Local indicator	Awareness	Awareness level	European Mobility Week questionnaire

Detailed description of the indicator methodologies:

Indicator 1 'Residents' participation' was measured considering different sub-indicators and their trends during the Measure implementation, in order to give an overall view of the level of residents' interaction with different communication tools provided by the Municipality. Therefore, the content of these communications was always related *to sustainable mobility issues*. Measurements were made once a year for all the reported sub-indicators:

- 1.1 **N. calls to the Municipality of Bologna's call centre**, recorded each month. The indicator only considered calls with mobility-related content;

- 1.2 **N. Website hits** (the mobility pages of the 'mobility and streets' section only);
- 1.3 **N. recommendations received via web** (notices, suggestions, complaints sent to the mobility offices) related to parking, road signs, road traffic, road humps.
- 1.4 **N. participants in the European Mobility Week** (please see below for details).

Indicator 2 'Awareness level of Mimosa initiatives' to improve sustainable mobility issues in Bologna. European Mobility Week gave the Municipality the opportunity to meet residents and sound out their opinions. Questionnaires were submitted every year in September during this event. The sample selection considered people with different ages/behaviours/travel habits. It is important to note that the sample extracted during the years of evaluation was not representative of all residents of Bologna; only that part of the population particularly interested in problems and/or innovative aspects of mobility was considered (participants in the Mobility Week). These residents were presumably the first to be informed and to find out about any changes. Within this limit, important considerations were made by observing the trends of the answers during the Measure implementation.

In particular the questionnaire measured awareness of CIVITAS MIMOSA initiatives by asking directly: *'Have you ever heard of the European Civitas programme/CIVITAS MIMOSA?'* The Municipality wanted to know what proportion of residents were aware of the overall initiatives included in MIMOSA to improve sustainable mobility issues in Bologna, bearing in mind its information and communication campaigns.

Other questions were asked during annual events to give a more complete overview of Mimosa's contribution, even though there were differences between the initiatives.

In addition to the awareness level was added to the questionnaire to establish the **acceptance level** for *each Measure implemented in Bologna through Mimosa*; a direct question on the acceptance per measure was included (see Annex 1)

Unit: % of people who had heard about CIVITAS.

Frequency: the measurement was taken every year the Measure was in force.

Domain: answers to questionnaires collected during dissemination events within European Mobility Weeks.

C1.2 Establishing a Baseline

Indicator 1 'Residents' participation'. The baseline was represented by the number of contacts via call centre, the internet and recommendations received via the internet with mobility-related content. The Municipality recorded data during the first three months of 2009.

The number of participants in European Mobility Week 2008 was also included in the baseline. The European Mobility Week which the Municipality of Bologna organised every year was a public event *for which entrance tickets were not required*. It included initiatives organized and managed by different subjects. Therefore, the indicator was calculated based on those participants who actively participated in one or more initiatives by registering to enter or requesting a particular promotional item.

Indicator n.2 'Awareness level of Mimosa initiatives' The baseline was represented by data obtained during Bologna Mobility Week 2009. Over the two days of the MIMOSA Roadshow, two computers were available at the info point for people to complete the questionnaire. During the 2009 event 330 answers were collected in total. As reported above, data is biased because it was related to mobility week participants and not a representative sample of Bologna residents.

The Roadshow was designed for all audiences, with different events involving children, young people and the general public. However, all the events focused on healthy and sustainable lifestyles, symbolically centred on the bicycle. Therefore many respondents were focused on bicycle mobility and some results of the questionnaire appear influenced as a consequence. In any case, the presence of the question “Have you ever heard of the European CIVITAS programme?” made it possible to evaluate awareness of CIVITAS initiatives.

C1.3 Building the Business-As-Usual Scenario

The situation as regards communication and people’s awareness was improved with the Mimosa initiative, promoting a new concept of mobility which takes into account the interests of the whole community. Without these investments, the Municipality would have risked losing the ‘understanding’ between institutions and residents as well as a co-operative approach involving ‘residents-users’. The BaU in this case was deemed to coincide with the ‘before’ situation.

C2 Measure Results

C2.1 Economy

Not applicable

C2.2 Energy

Not applicable

C2.3 Environment

Not applicable

C2.4 Transport

Not applicable

C2.5 Society

Indicator 1 ‘Residents’ participation’ The following tables show the evolution of residents’ awareness, indicating the trend of residents’ involvement in mobility issues by different communication tools promoted by the Municipality.

TABLE C2.5.1: Sub-indicators 1.1-1.2-1.3 results

	Total (first 3 months year 2009)	Total (first 3 months year 2010)	Total (first 3 months year 2011)	Total (first 3 months year 2012)
1.1 n. calls to call centre	2.601	3.696	3.732	4.083
1.2 n. of website hits	1.915.376	n.a.	1.436.428	1.217.598
1.3 n recommendations received via the website	73	353	401	443

Source: Municipality of Bologna

In 2010 the Municipality completed its new website. Data was lost during the changeover and the number of hits for 2010 could not be evaluated. This sub-indicator was added in order to provide an overall viewpoint of residents' involvement, even though it must be considered that not all residents have internet access. This was the only sub-indicator which decreased during the years in question. The aim of the Municipality when it did its new website was to improve the quality of the service for citizens, not have larger participation in. The decreasing doesn't imply a lower level of participation at city activities (recommendations grow up during last 4 years), instead, probably, it means citizens used the service with more cognizance: they already know what they can find in the website and they have less difficulties to reach the information they want.

With reference to sub indicator 1.3, there was a sharp increase in recommendations. This must be attributed in part to the new recommendations system based on a residents' relationship management platform. The new system:

- made it possible to follow residents' recommendations through a standardization process;
- maintained a unified viewpoint for managing the relationship between residents and the Municipality (all recommendations via e-mail, mail, fax, call centre were put into the system);
- saved the traceability of every recommendation.

The new system of collecting recommendations was a wide tools because it allows the Municipality to collect all kind of suggestion they received in a well structured database. At the same time it represents a good way for citizens to canalize their recommendations in a structured system which gives tidier structure to inhomogeneous/messy data.

Data about recommendations and site hits is not univocally interpretable: on one hand more suggestions/visits could come from a growth of citizens participation, on the other hand that would be from a general not satisfactions with the current situation or from general remarks from citizens who don't want to change their habits (this is largely probable during a period of significant changes).

Hindsight, in the future it would be best if this evaluation would be accompanied by a content analysis of the recommendations to get an insight of the general satisfaction of residents. This approach to the measure probably would improve the quality of the report.

TABLE C2.5.2: Indicator 1.4 results

Data for 2009-2010 and 2011 shows how the Municipality achieved a constant target of residents' involvement in European Mobility week.

	2008	2009	2010	2011
1.4 n. participants in European Mobility Week	1.000	3.000	3.000	3.000

Source: Municipality of Bologna

TABLE C2.5.3: Indicator 1 measure results

	Baseline (2009)	After results (2012)	% Mimosa VS. baseline
1.1 n. calls to call centre	2.601	4.083	56,98%
1.2 n. of website hits	1.915.376	1.217.598	-36,43%
1.3 n recommendations received via the website	73	443	506,85%
1.4 n. participants in European Mobility Week	1.000	3.000(*)	200%

(*) 2011

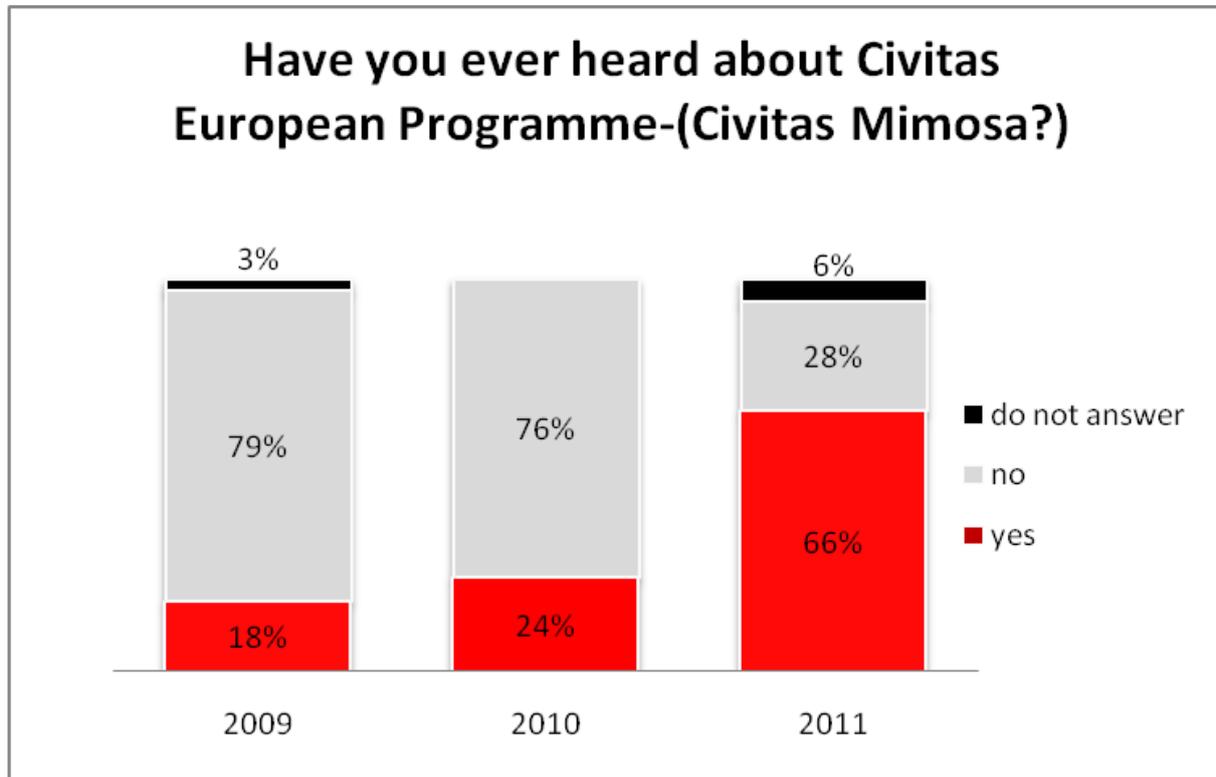
The reported comparisons show an increased level of residents' involvement in mobility issues with all communication tools. The only exception is the number of website hits, which decreased in 2011 and 2012. However, it is worth considering that the website was changed during the measure implementation: low hits don't implies necessarily less citizens involvement or bad results for the new system; it would be also possible the new web site is more efficient than the older one, so citizens use it concretely and they easily find what they are looking for, so they reduce their accesses.

Indicator n.2 'Awareness level of Mimosa initiatives'

During the 2010 Mobility Week, a questionnaire was given out to participants, obtaining a sample of 746 people; the 2011 edition saw a sample of 394 people.

The results obtained from the 3 surveys are shown in the following graph.

FIGURE C2.5.1: Answers to EMW questionnaires: “Have you ever heard of the European CIVITAS programme – CIVITAS MIMOSA?”



Samples: 2009 (330 answers), 2010 (746 answers), 2011 (394 answers).

At the start of the project, nearly 80% of the sample group had never heard of CIVITAS Mimosa as a means of improving sustainable mobility in their city. This result was mainly collected before the beginning of the information activities introduced with MIMOSA. However, the 18% of people who had heard of CIVITAS can be considered a good starting point for increasing knowledge of the information programme for sustainable mobility issues. The number of people aware of CIVITAS initiatives increased while the Measure was in force, with excellent results in 2011.

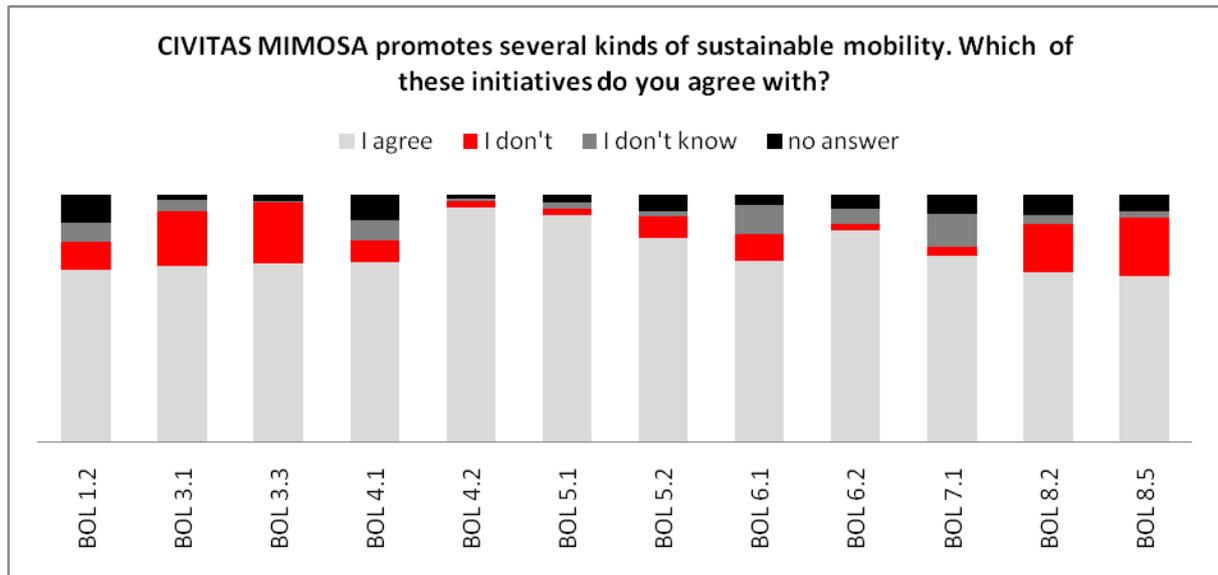
TABLE C2.5.4: Indicator 2 results

Indicator	pre Mimosa (september 2009)	Mimosa (2011)	Mimosa (2011) vs Baseline (2009)
Percentage of people who had heard of the European Civitas Programme/Civitas Mimosa	18%	66%	+269%

Significance test: considering the chi-squared test, the reported differences between pre and after Mimosa results (+269%) can be considered statistically significant with a significance level of 1%; this means that there is a probability of 99% of rejecting that the null hypothesis (difference between the two sample results = 0%) is true.

During the 2011 edition, an additional question on the level of **acceptance** of Measures introduced in Bologna with MIMOSA was included. The results are reported as follows:

FIGURE C2.5.2: Answers to EMW questionnaires: "CIVITAS MIMOSA promotes several kinds of sustainable mobility. Which of these initiatives do you agree with?"



Source: EMW 2011 survey –sample 394 questionnaires.

All measures received public consent in Bologna. As can be expected, the measures that interfered most with mobility habits and lifestyles received the higher level of disapproval:

- BOL 3.1, which introduced road pricing policies and the automatic control of the Limited Traffic Zone;
- BOL 3.3 'New regulation on pedestrian areas in the city centre', which introduced restrictions in pedestrian areas;
- BOL 8.5 'STARS' and BOL 8.2 'Illegal on-Street Parking Reduction', which introduced automatic enforcements in case of traffic infringements.

The results showed above are meaningful, the graph reports answers from a survey interviewed during the European Mobility Week, so the sample represent the "citizens more opened to sustainable mobility concepts": a non indifferent level of disapproval in measures involving private mobility habits means there is many work to be done in the next years to increase the acceptance between citizens.

C3 Achievement of Quantifiable Targets and Objectives

No.	Target	Rating
1	To communicate to people and the community the actions put into practice by the Municipality of Bologna in the field of sustainable mobility	**
2	To increase the involvement of residents, businesses and other stakeholders in the Administration's activities and urban transport planning (in order to receive feedback and useful suggestions, consequently increasing co-operation in policy planning)	*
NA = Not Assessed; O = Not Achieved; * = Substantially achieved (at least 50%) ** = Achieved in full; *** = Exceeded		

Considering the results of the impact evaluation, the first objective was achieved in full, with reference to the Municipality's extensive efforts both in communication events and communication tools. The level of awareness increased during MIMOSA years, with a higher percentage of the population informed about MIMOSA topics.

With reference to the second objective, the increased involvement of residents cannot be completely shown by the indicator results. We might argue that the participation of residents increased, considering the number of contacts received by the Municipality and the active participants in events (e.g. EMW). From the impact evaluation it is difficult to demonstrate the level of their involvement and whether they contributed to Municipality policies. This can be deduced more accurately from the Municipality's web page on cycling events, where the active contribution of cycling associations was seen. Considering the success of the 'cycling calendar' and the results coming from the indicators, we can say that the second objective was substantially achieved.

C4 Up-Scaling of Results

The communication campaign had both general and specific target groups; up-scaling was not applicable because it already covered all the fields of interest.

C5 Appraisal of Evaluation Approach

The communication efforts were very important in disseminating mobility issues promoted by all Mimososa measures. However, no clear impact evaluation was possible unless one considered *indirect* indicators, such as the number of website hits or the number of residents' points of contact with the Municipality. In addition, the questionnaire given to participants in Mobility Week considered a sample of people who are already interested in Mimososa-related topics. The best evaluation results could have been deduced by a survey of all residents of Bologna, by randomly extracting a sample to be interviewed with CATI methodology.

Finally, the acceptance level measured during the last two editions of the EMW (the percentage of the population who approved the initiatives) should also have been introduced at the beginning of the project to provide a useful means of comparison.

C6 Summary of Evaluation Results

The key results were as follows:

Key result 1 – increase in interactions with residents utilizing all different ways of contact.

Key result 2 – up to 3,000 participants in European Mobility weeks.

Key result 3 - 269% more people had heard of the CIVITAS MIMOSA project and the majority of them agreed with all the measures.

C7 Future Activities Relating to the Measure

Aware of the important results achieved during European Mobility Week 2011, the Municipality intends to hold road shows and other important events involving residents at least twice a year. Regular appointments for 2012 will be National Bike Day and European Mobility Week. The 'T-Day' event (the closure of the city's 'T-Zone': Via Rizzoli, Via Ugo Bassi and Via Indipendenza) has become a regular appointment beginning on 12th May, following the success of the first edition. Every weekend and during public holidays, the 'T-

zone' will only be open to cyclists and pedestrians between 9am and 10pm. People will therefore be able move around and enjoy the beautiful historic city of Bologna in complete safety.

D Process Evaluation Findings

D1 Deviations from the Original Plan

None

D2 Barriers and Drivers

D2.1 Barriers

Overall Barriers

- **Different interests to balance and accommodate:** depending on the individual event, the Municipality asked for the support and involvement of different stakeholders: Cyclists' Associations, Students' Associations, Clean Vehicles producers. All had their own missions and interests to pursue, which did not always tie in with the Municipality's common guidelines. Therefore, great effort was needed in terms of mediation and negotiation.
- **Impeding cultural circumstances and lifestyle patterns:** the lack of cultural vision among politicians towards communication and awareness campaigns on sustainable mobility and their impact on residents' awareness.
- **Residents aware only of individual initiatives:** The city of Bologna organized many initiatives aimed at promoting its commitment to sustainable mobility, involving different stakeholders and city users: difficulties in making people aware of this *general environmental commitment* were observed.

D2.2 Drivers

Overall Drivers

- **Constructive and open involvement of key stakeholders:** the Measure saw the active participation of different stakeholders, with suggestions of good, innovative ideas not only at local level (with Bologna residents and associations) but also at European Level. During MIMOSA Consortium Meetings the Municipality was particularly involved in sharing input and ideas from other participating cities, from CIVITAS and CIVITAS MIMOSA Dissemination Leaders
- **Space availability:** there was no particular difficulty making space available for events and road shows. This helped present the Municipality's sustainable mobility activities to the general public. During European Mobility Week 2011, for example, the whole of the city centre was dedicated to the event. Specifically, for an entire week-end between 9am and 10pm, the city's so-called 'T-zone' became the perfect location for street events, theatre and music performances and exhibitions. It was completely closed to traffic.

Implementation phase

- **Positive impacts of the local election:** in Spring 2011 the lack of political will which had affected the city of Bologna for over a year was solved with the election of a new Mayor. The Municipality's renewed and widespread commitment to sustainable mobility had positive impacts on the operation process of this Measure. From the time they were first instated, the new Mayor and Mobility City Councillor showed extensive

interest in 'sustainable mobility' issues and actively participated in communication events.

D2.3 Activities

Overall activities

- **Dialogue /debate were encouraged with all stakeholders:** this activity was linked to the first barrier and driver presented above. Through this measure, the Municipality of Bologna promoted a bottom-up approach, following up all different interests involved. Widespread consultation and a set of meetings were therefore organised:
 - at local level with local stakeholders and residents (particularly in the run-up to European Mobility Week, which required widespread consultation with different representatives);
 - at global level (meetings with delegations from India, Bhutan, Nepal, Chongqing-China, Portland/Denver-USA) and European Level (MIMOSA and CIVITAS) in order to share ideas. The aim was to find *food for thought* upon which constructive work could be built.
- **Efforts were made to enhance the commitment to sustainable mobility in a common and univocal way** – A new 'MOBI' logo was designed to identify all events organized by the Mobility Department of Bologna City Council. This helped overcome the third barrier described above.

D3 Participation

D3.1 Measure Partners

- **The Municipality of Bologna** played a leading role, making all the marketing, communication, education and information campaigns as profitable as possible.
- **The Emilia-Romagna Region** contributed to the success of several information campaigns on the CIVITAS Mimososa measures.

D3.2 Stakeholders

- **General public** - Considering that the Measure activities were designed to promote sustainable mobility issues.
- **Car drivers/motorists** – The 'target group' for the sustainable mobility measures.
- **Cycling/walking groups** – Many activities carried out by this Measure were addressed at bike use/promoting and publicising walking as a mode of transport.
- **Commuters** – Through Mobility Management policies, which were also publicised thanks to this Measure, commuters were encouraged to reduce the use of private cars and other individual private means.

D4 Recommendations

D4.1 Recommendations: Measure Replication

As deduced from other BOL Mimosa's Measures (4.1),

- **To manage the resistance to change** – Cities interested in sustainable mobility measures must evaluate in advance how many difficulties may occur when Municipality decisions interfere with private habits. Intense communication efforts must be planned when measures are first introduced and while they are in force, in order to share the administration's political commitment and objectives with residents.
- **To plan a scheduled and detailed set of activities-** The risk of these kinds of 'supporting measures' providing marketing and publicity for other measures is that a lot of time and money is put into activities whose clear impact cannot be evaluated. Therefore, it is very important to plan the activities and their target (e.g. a specific panel of residents) in advance in order to demonstrate their precise impact.
- **Residents' participation** – number of recommendations received (indicator one). A better investigation of recommends would be possible if an analysis of the content of the recommendations would be done to get an idea of the general satisfaction of residents. This approach probably would improve the quality of the report and would better feel the pulse of citizens.

D4.2 Recommendations: Process (Related to Barrier-, Driver- and Action Fields)

- **To encourage debate** - It is fundamental to share the Municipality's objectives with all stakeholders involved. This means encouraging debate and involving those directly interested using a bottom-up approach with a defined scheme.
- **To count on political interest** – Achieving the Measure objectives is closely dependent on political will. Politicians must be interested in communication and awareness campaigns on sustainable mobility and must believe in their impact on residents' awareness. This is a prerequisite which enables them to plan a vast series of communication activities supporting the introduction of new (and often unpopular) measures.

E References

(1) In addition to the awareness level, during the 2011 edition a section was added to the questionnaire to establish the **acceptance level** for *each Measure implemented in Bologna through Mimosa*. A direct question on the acceptance per measure was included:

‘CIVITAS MIMOSA promotes several kinds of sustainable mobility. Which of these initiatives do you agree with?’

- incentives for cleaner vehicles (methane, LPG, electric vehicles) (MEASURE 1.2)
- pedestrian areas/traffic restrictions (MEASURE 3.3)
- lower polluting home-to-work journeys (MEASURE 4.1)
- residents’ involvement in mobility issues (MEASURE 4.2)
- road safety interventions (MEASURE 5.1)
- safer pathways for home-to-school journeys (MEASURE 5.2)
- rewarding the most praiseworthy mobility modes (MEASURE 6.2)
- car sharing (MEASURE 6.1)
- a more efficient system for freight delivery (MEASURE 7.1)
- automatic access controls for the LTZ (MEASURE 3.1)
- automatic monitoring of red light crossings (MEASURE 8.5)
- automatic monitoring of illegal on-street parking (MEASURE 8.2)

As shown above, all of the Municipality’s measures were investigated. The only exception was the CISIUM Measure (8.3), since it is complicated to evaluate it through the contribution of residents. In addition, measure 6.1 managed by TPER (the Bus Operator) and 6.2 managed by SRM were included.

The same structure was used for the questionnaire during the 2012 European Mobility Week.